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# Agenda



Introductions  
Brand Overview and Issues  
Research Overview  
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Media Schedule  
Campaign Budget



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# Brand Overview

Say Hello to Jell-O!



“There’s always room for Jell-O!”

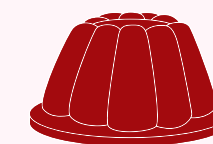
Once a staple in many American Households; Iconic Marketing Campaigns



Founded: 1897

**Kraft**  
*Heinz*

Parent Company:  
Kraft Heinz



Category:  
Gelatin Desserts



Known for its  
playful,  
jiggly texture and  
nostalgic appeal





# Issues

1

## Struggling

**Jell-O's strengths:** Nostalgia, affordability, and playfulness make it unique

**Challenges:** Needs modernization, competition from healthier dessert alternatives, declining relevance

2

## Health and Wellness

No longer align with the priorities of **today's health-conscious, socially engaged consumers**, especially college students

3

## Brand Identity

Jell-O needs to identify the **target market** for their products



# Research Implementation

## Research Methods

- **Quantitative: Qualtrics Survey (13 Questions)**
  - 32 respondents from target market
  - Contacted friends, coworkers, and colleagues within target market to complete our survey
- **Qualitative: In-Person Interviews (10 Questions)**
  - 3 In-Person Interviews
  - Conducted interviews with three participants to gather consumer attitudes and behaviors toward Jell-O and gelatin-based desserts
  - 1 individual from past target market, 2 individuals from new target market



# Target Market

## Demographics

- Ages 18 to 25
- Primarily college students or recent grads
- Low to moderate income, budget-conscious
- Often responsible for bringing snacks or drinks to group events

## Psychographics

- Socially active and enjoy group events
- Value health but still like to indulge occasionally
- Interested in novelty and convenience
- Seek affordable ways to enhance their social experiences



# Results



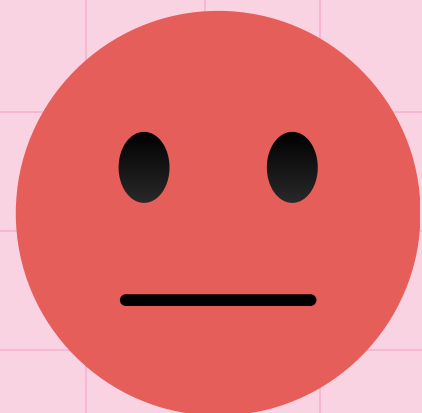
## **Health focused snacking is in demand**

77% of respondents showed strong interest in healthier snack options, particularly those with added hydration, vitamins, and protein



## **Willingness to pay more**

Over 80% said they would pay a premium for improved health benefits (low sugar, functional ingredients, hydration)



## **Jell-O is under consumed but not rejected**

While not top-of-mind, the product wasn't dismissed, indicating potential with repositioning



## **Price sensitivity remains a factor**

But quality trumps price if value is clear

# Interview Results



## Interviews

### Key Takeaways Suburban Mom:

- Buys products with healthy additives (electrolytes, vitamins)
- Only her kids consume Jell-O in the family
- Feels Jell-O is more popular with kids as a snack or a party favor for adults (shots)
- Feels her kids would request Jell-O more if it incorporated influencer tie-ins.
- Feels Jell-O as a dessert is a dead trend.



**SUBURBAN  
MOM**



**STUDENT 1**



**STUDENT 2**

### Key Takeaways Students:

- Enjoy flavorful snacks but always consider healthier options
- Rarely purchased by these students but consumed on occasion
- Considered healthier Jell-O option but questioned flavor
- Consumers of Electrolyte type powder situationally as well
- Seen gelatin shots at Parties and always assumed it was Jell-O



# Positioning Statement

Among **health-conscious**, college-aged students looking for a fun and affordable party treat, Jell-O is the go-to brand for **creative and shareable snacks that bring hydration** to any celebration with convenience, **better-for-you** options, and nostalgic flair, making people feel **hydrated, energized, and connected.**





# Call to Action

"Fuel Your Fun. Hydrate Boldly. Jell-O is your energy, reimagined."

- Modernized, health-conscious take
- Repositioned from a child friendly dessert to a snack for active, energetic young adults



# IBC Implementation Recommendations



## ADVERTISING

Launch short-form digital video ads (TikTok, Instagram Reels) promoting Jell-O as an energizing, wellness-friendly snack



## SOCIAL MEDIA ENGAGEMENT

Launch the #FueltheFun hashtag challenge to spark user-generated recipes and sport content, supported by meme-style posts and “hydration fuel” narratives across Instagram, TikTok, and Snapchat to drive viral engagement



## PARTNERSHIP

Partner with Red Bull or LiquidIV to reinforce Jell-O's hydration positioning, and collaborate with athletic brands like Nike, Lululemon or Alo on a “Chill & Refuel” campaign to align with active lifestyle audiences.

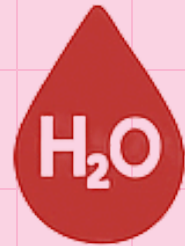


## PACKAGING REFRESH

Refresh packaging to highlight hydration, vitamins, and low sugar, using bright yet clean aesthetics that feel energizing and modern, moving away from outdated or childish visuals.



# Repositioning Plan



Launch Jell-H2O as a hydration forward snack with functional wellness benefits



Reinvent the in-store with eye-catching, wellness driven packaging



Encourage creator led, UGC content on social media platforms



Partner with micro influencers and wellness gurus aligned/popular with Gen Z



Align messaging around hydration, feel-good energy, and functional benefits



# Campaigns



## #FueltheFun Tiktok challenge



Show how you “Fuel the Fun” with Jell-O, whether a hydration shot before a workout or a party snack (no hangovers here). We’ll partner with collegiate fitness influencers like [@julielawfit](#) (620K) and party content creators using remixable audio, trending dance formats, and delicious recipes to drive UGC, boost virality, and highlight Jell-O’s hydration benefits.

## Jell-O’s Hydration Hero’s



Introduce a new line of Jell-O products, Jell-O H2O, infused with hydration benefits, Jell-O snack packs and drink mix packets that can be added to water. These energizing, vitamin-boosted options will be sold in campus stores, Tiktok Shop, and online. The goal is to position Jell-O as a fun, functional snack and drink for health-conscious students looking to stay hydrated.

## Run Club x Jell-O Hydration Station



Host sponsored hydration stations for UIUCs Run Club on Sundays and other larger campuses, offering electrolyte-packed Jell-O samples in branded cups. This activation boosts Jell-O’s relevance as a fun, functional post-workout refreshment and strengthens its connection to health-conscious college audiences.



# Campaigns cont.



## Alo's "Chill and Refuel" Collection

Jell-O is teaming up with Alo Yoga to launch the "Chill & Refuel" collection, a bold crossover between hydration, wellness, and style. Inspired by the vibrant colors of Jell-O's new hydration-infused snack packs and drink mixes, this limited-edition line features yoga sets, joggers, and athleisure pieces in fruit-forward shades like Electric Lime, Berry Boost, and Strawberry Surge. The goal is to connect with health-conscious Gen Z consumers who want to look good, feel good, and stay fueled, whether they're heading to class, a workout, or just chilling.



## Lollapalooza Jell-O Lounge

Create a branded Jell-O tent at Lollapalooza with free samples, shaded hangout spots, and TikTok-worthy backdrops. Featuring wellness drink samples, exclusive giveaways, and Jell-O-themed festival merch, this activation positions the brand as fun, fresh, and culturally relevant, deeply embedded in Gen Z's favorite spaces.







# Media Schedule 2025

May-June	May-Aug.	Late July- Early Aug.	Aug. - Oct.	Oct. - Dec.	Dec. - Jan. 2025
Create buzz around new hydration products and upcoming collabs	Drive awareness and lifestyle alignment through fitness + fashion	Embed Jell-O into Gen Z culture during peak music season	Drive trial and awareness on campus with UGC and events	Start of the Holiday season Keep momentum with wellness and party positioning	Position Jell-O as the fun, healthier party option
<b>Campaigns:</b> -#FuelTheFun TikTok Challenge -Teasers for Alo “Chill & Refuel” collection	<b>Campaigns:</b> -Alo Yoga x Jell-O “Chill & Refuel” Collection -Promote Hydration Hero product line in wellness/fitness spaces	<b>Campaigns:</b> -Jell-O Lounge @ Lollapalooza with samples, shaded spots, TikTok backdrops	<b>Campaigns:</b> -Hydration Hero product push in campus stores -Alo Yoga x Jell-O “Chill & Refuel” Collection -Run Club x Jell-O Hydration Station pop-ups on campuses like UIUC -#FuelTheFun TikTok Challenge (UGC peak push)	<b>Campaigns:</b> -UGC re-posts, wellness pod shoutouts, product reviews -Partner pushes (e.g., Liquid IV, Red Bull collabs)	<b>Campaigns:</b> -#FuelTheFun TikTok Challenge (previews + creator seeding) -Holiday Packs
<b>Channels:</b> TikTok, Instagram Reels, YouTube Shorts	<b>Channels:</b> On-campus activations, Instagram, Alo-owned channels, fitness influencers	<b>Channels:</b> TikTok, IG, on-site activation, festival media coverage	<b>Channels:</b> TikTok, campus events, direct mail to student housing, Liquid IV partner boosts	<b>Channels:</b> Podcasts, TikTok, wellness influencers, college mailers	<b>Channels:</b> TikTok, Pinterest, email series, student party pages



# Campaign Budget



## **1. Influencer & Social Media Marketing: \$40,000,000**

- a. Influencer Partnerships: \$20,000,000
- b. Social Media Ad Spend: \$15,000,000
- c. Content Production: \$5,000,000

## **2. Experiential & Event Marketing: \$37,000,000**

- a. Festival Sponsorship Activation: \$25,000,000
- b. Sampling Events & Run Clubs: \$10,000,000
- c. Jell-O Lounge Festival Merch: \$2,000,000

## **3. Product & Brand Innovation: \$21,000,000**

- a. Product Collab with Liquid IV: \$8,000,000
- b. Packaging Refresh Design: \$3,000,000
- c. Alo Collab: \$10,000,000

## **4. Contingency: \$1,000,000**

**= \$100,000,000**

# Key Takeaways



1

## Jell-O is ready for Reinvention

There's a clear need to modernize the brand to compete with health-conscious and functional snack options.

2

## Health and Wellness

Gen Z consumers are highly receptive to snacks that offer hydration, vitamins, and energy.

3

## Cultural Relevance

Jell-O can embed itself in Gen Z lifestyle spaces and rebuild cultural momentum through digital marketing and influencer focus





**JELL-O**

# ★ Questions ★





Thank You!



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1. When choosing snacks for your family, what product qualities matter most? For example, flavor variety, price, healthiness of product, quality of product.
  - a. Healthiness, quality and taste are the most important
2. How important are organic, healthy food options for you and your family?
  - a. It depends what it is if I'll pay for organic (fruits and veggies are worth it), some things I don't think I'd pay for if it is "organic."
3. What is the first brand you think about when I say "Gelatin Desserts"
  - a. Jell-O
4. When you are choosing snacks for your family, how often do you specifically purchase Jell-O or other gelatin-based desserts?
  - a. I only purchase Jell-O when my kids want it, other than that, never.
5. When you do buy gelatin-based desserts, do you typically buy Jell-O?
  - a. Only Jell-O.
6. In your household, who typically consumes Jell-O? For example you, your children, guests?
  - a. Only my kids consume Jell-O.
7. What do you think a fair price for a pack of gelatine similar to Jell-O is? What is the most you would be willing to spend?
  - a. I would say anywhere under \$5. I wouldn't be willing to spend more than that.
8. If Jell-O offered a healthier alternative (added vitamins/protein, organic ingredients) would you be willing to pay more compared to regular Jell-O or other gelatine brands?
  - a. Yes, I tend to purchase other snack options with added vitamins/proteins.
9. To your memory, have you seen any recent Jell-O advertisements or promotions? How often and when?
  - a. No I have not, not on TV or on social media. I feel like I haven't seen a Jell-O ad in years, but I feel Jell-O almost doesn't need the advertising (it's iconic, it's been around). Don't feel like an advertisement would be worth it.

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2025-03-30 20:12	2025-03-30 20:13	0	174.62000	100	59	1	2025-03-30 20:13	R_5whOLvKHIDrVpx3					42.3574	-88.2209	anonymous	EN	3	2	1	1	3	1	3	15.00000	5	3	3	3	2
2025-03-30 20:12	2025-03-30 20:13	0	130.12600	100	68	1	2025-03-30 20:13	R_1kF7nouvw63jD3					40.1047	-88.2062	anonymous	EN	2	4	1	1	2	3	3	1,245.00000	2	1	2	3	1
2025-03-30 20:12	2025-03-30 20:14	0	174.62000	100	115	1	2025-03-30 20:14	R_5GOAtd6xofXdbbD					42.3574	-88.2209	anonymous	EN	5	4	1	1	3	5	1	1	3	3	3	5	2
2025-03-30 20:14	2025-03-30 20:15	0	204.14400	100	83	1	2025-03-30 20:15	R_3O5tUFewoslmVPP					41.6344	-91.5054	anonymous	EN	2	4	2	1	2	3	3	15.00000	3	3	2	5	1
2025-03-30 20:16	2025-03-30 20:17	0	174.22400	100	40	1	2025-03-30 20:17	R_5Xgr3zi5f1rLcXI					41.85	-87.7165	anonymous	EN	2	5	3	1	2	1	1	125.00000	1	1	1	4	1
2025-03-30 20:21	2025-03-30 20:22	0	216.17100	100	49	1	2025-03-30 20:22	R_5OuG57GEtqP1GLD					40.112	-88.2365	anonymous	EN	2	2	1	1	2	3	2	1,245.00000	4	4	1	2	1
2025-03-30 20:30	2025-03-30 20:31	0	206.22100	100	53	1	2025-03-30 20:31	R_7OOghEz2Wl6c90J					41.6475	-88.0895	anonymous	EN	2	4	2	1	3	2	3	5	2	2	3	3	1
2025-03-31 10:03	2025-03-31 10:05	0	130.12600	100	106	1	2025-03-31 10:05	R_5dRcVjSgHomr82y					40.1047	-88.2062	anonymous	EN	2	3	1	1	2	4	3	124.00000	3	1	2	3	1
2025-03-31 10:02	2025-03-31 10:06	0	38.65000	100	252	1	2025-03-31 10:06	R_3SAAuHd2479OATt					40.2043	-88.4027	anonymous	EN	2	3	2	1	3	3	3	245.00000	4	3	2	1	2
2025-03-31 10:02	2025-03-31 10:07	0	130.12600	100	319	1	2025-03-31 10:07	R_3OesM9RSopnsN5g					40.1047	-88.2062	anonymous	EN	2	1											
2025-03-31 10:06	2025-03-31 10:08	0	104.28000	100	103	1	2025-03-31 10:08	R_7hyHQ6KGUKX9azW					39.7697	-89.6886	anonymous	EN	2	3	3	1	3	3	3	345.00000	2	3	1	2	2
2025-03-31 10:07	2025-03-31 10:09	0	96.63000	100	146	1	2025-03-31 10:09	R_7wNm9TZdtlM4pK9					40.112	-88.2365	anonymous	EN	2	3	1	1	3	1	3	1	3	4	3	3	2
2025-03-31 10:13	2025-03-31 10:14	0	174.22800	100	74	1	2025-03-31 10:14	R_7YxC1ljiZo0w6VX					41.6984	-87.7031	anonymous	EN	2	3	1	1	4	4	3	15.00000	3	3	3	5	1
2025-03-31 10:25	2025-03-31 10:27	0	217.11700	100	98	1	2025-03-31 10:27	R_6PYJzQDFVZjwPlId					52.3669	4.9517	anonymous	EN	2	4	1	1	3	4	3	14.00000	4	3	2	5	1
2025-03-31 10:41	2025-03-31 10:41	0	98.21200	100	2	1	2025-03-31 10:41	R_1lS6Xxh4KrG0s5H					40.112	-88.2365	anonymous	EN	1												
2025-03-28 11:53	2025-03-31 10:42	0	98.21200	100	254970	1	2025-03-31 10:42	R_66f0b0s6qKIz8Nd					41.8835	-87.6305	anonymous	EN	2	3	1	1	2	4	3	13.00000	3	3	3	2	1
2025-03-31 11:01	2025-03-31 11:03	0	172.58000	100	130	1	2025-03-31 11:03	R_6tSZ4yQYcsSUltn					41.8835	-87.6305	anonymous	EN	2	4	1	1	3	3	3	1	3	3	2	5	2
2025-03-31 11:36	2025-03-31 11:37	0	174.22400	100	68	1	2025-03-31 11:37	R_6luik3A85OKftnz					41.779	-87.7789	anonymous	EN	2	4	2	1	3	3	1	134.00000	4	5	2	5	2
2025-03-31 13:03	2025-03-31 13:05	0	66.10300	100	115	1	2025-03-31 13:05	R_7JmfyPdgljIjeUS					44.3056	-94.4694	anonymous	EN	2	4	2	1	2	4	3	24.00000	4	3	2	2	1
2025-03-31 13:52	2025-03-31 13:53	0	50.21800	100	63	1	2025-03-31 13:53	R_6AMESKJ4Lcj8Qwc					40.112	-88.2365	anonymous	EN	2	4	2	1	3	3	3	15.00000	3	1	2	5	2
2025-03-31 16:11	2025-03-31 16:14	0	174.22400	100	150	1	2025-03-31 16:14	R_78J3NwIww0CbU7K					42.0487	-87.8905	anonymous	EN	2	3	3	1	3	5	3	125.00000	3	4	3	1	2
2025-04-01 09:06	2025-04-01 09:09	0	76.19100	100	91	1	2025-04-01 09:09	R_6gIv8wSjfdGgsbr					40.112	-88.2365	anonymous	EN	2	2	2	1	2	3	3	124.00000	4	3	3	3	1
2025-04-01 13:06	2025-04-01 13:07	0	172.59000	100	90	1	2025-04-01 13:07	R_5z8AQvwIln2Fptej					41.8835	-87.6305	anonymous	EN	2	3	1	1	1	1	3	1	1	1	2	3	1
2025-04-01 13:06	2025-04-01 13:07	0	108.14700	100	73	1	2025-04-01 13:07	R_6qVQX7mlOgmBei					38.9822	-94.6719	anonymous	EN	2	2	1	1	2	4	3	24.00000	3	3	2	1	2
2025-04-01 14:31	2025-04-01 14:31	0	104.28000	100	6	1	2025-04-01 14:31	R_5HJCAjqyil4SEet					41.8835	-87.6305	anonymous	EN	2	1											
2025-03-28 11:40	2025-03-28 12:11	0	98.21200	15	1864	0	2025-04-02 11:21	R_3CetODNxxQeYndp					40.112	-88.2365	anonymous	EN	2	4											
2025-03-30 20:12	2025-03-30 20:12	0	174.22400	15	25	0	2025-04-02 11:21	R_3lG9vTTPOZ1oqVM					41.9209	-87.7043	anonymous	EN	2	4											
2025-03-30 20:17	2025-03-30 20:19	0	153.33000	8	102	0	2025-04-02 11:21	R_7AXzo155XzLd7SQ					40.112	-88.2365	anonymous	EN	2												
2025-03-31 10:06	2025-03-31 10:06	0	38.65000	8	7	0	2025-04-02 11:21	R_5jrFeYnjEPI6QMj					40.2043	-88.4027	anonymous	EN	2												
2025-03-28 14:21	2025-03-28 14:21	0</																											